Amendments to the Claims:

Following is a complete listing of the claims pending in the application, as amended:

1.   (Original) A method in a computing system for generating a set of recommended items, comprising:

(a)   receiving user input specifying a search string;

(b)   performing a query of items matching the search string;

(c)   identifying among the items matching the search string a subset of most relevant items;

(e)   submitting the items identified in (c) to a recommendation engine;

(f)   receiving from the recommendation engine a set of recommended items based upon the items submitted in (e); and

(g)   displaying a list of recommended items comprising the items received from the recommendation engine in (e) and the items identified in (c).

2.   (Original) The method of claim 1 wherein each item is a product available for purchase from a web merchant.

3.   (Original) The method of claim 1, further comprising:

(h)   receiving user input selecting one or more of the items displayed in (g);

(i)   submitting the items selected in (h) to the recommendation engine;

(j)   receiving from the recommendation engine a set of recommended items based upon the items submitted in (i); and

(k)   displaying a list of recommended items comprising the items received from the recommendation engine in (j).

4.   (Original) The method of claim 3, further comprising:

(l)   receiving user input modifying the set of items selected in (h);

(m)   submitting the modified set items to the recommendation engine;

(n)   receiving from the recommendation engine a set of recommended items based upon the items submitted in (m); and

(o)   displaying a list of recommended items comprising the items received from the recommendation engine in (n).

5.   (Currently amended) A method in a computing system for producing item recommendations, comprising:

receiving a recommendation input string directly specified by a user; |

performing a word search against the received input string to produce a word search result containing items; and

using items among the items contained by the word search result as seeds to generate a list of recommended items.

6.   (Original) The method of claim 5, further comprising displaying the generated list of recommended items.

7.   (Original) The method of claim 5, further comprising:

receiving user input modifying the list of seed items; and

using the modified list of seed items to generate a second list of recommended items.

8.   (Original) The method of claim 5 wherein the received user input modifying the list of seed items adds an item among the list of recommended items to the list of seed items.

9.   (Original) The method of claim 5, further comprising e-mailing the generated list of recommended items to the user.

10.   (Original) The method of claim 9, further comprising receiving a response from the user selecting one of the recommended items for purchase.

11.   (Original) The method of claim 10 wherein the received response is an e-mail reply.

12.   (Original) The method of claim 10 wherein the received response is an HTTP request.

13.   (Currently amended)   A computer-readable medium whose contents cause a computing system to produce item recommendations by:

receiving a recommendation input string directly specified by a user;

performing a keyword search against the received input string to produce a search result containing items; and

using items among the items contained by the search result as seeds to generate a list of recommended items.

14.   (Original) A method in a computing system for generating item recommendations, comprising:

displaying a plurality of item indications each indicating an item;

receiving user input selecting one or more of the displayed item indications;

selecting as seed items the items indicated by the selected item indications;

generating a list of recommended items using the selected seed items; and

displaying the generated list of recommended items.

15.   (Original) The method of claim 14 wherein the item indications are selected by a distinguished user having a user profile containing item ratings each for a rated item, and wherein none of the set of seed items is a rated item having a rating in the user profile.

16.   (Original) The method of claim 14 wherein the item indications are selected by a distinguished user having a user profile identifying items purchased by the user, and wherein none of the set of seed items is identified in the user profile as an item purchased by the user.

17.   (Original) The method of claim 14 wherein the displayed plurality of item indications are contained in a first electronic mail message to a user, and wherein the user input is contained in a response to the first electronic mail message from the user, and wherein the generated list of recommended items is contained in a second electronic message to the user.

18.   (Original)   A   computing   system   for   generating   item recommendations, comprising:

a display that displays a plurality of item indications each indicating an item;

an input receiver that receives user input selecting one or more of the displayed item indications;

a seed selection subsystem that selects as seed items the items indicated by the selected item indications; and

a recommended item list generator that generates a list of recommended items using the selected seed items that is displayed by the display.

19.   (Original) One or more computer memories collectively containing a recommendation seed data structure comprising one or more recommendation seed entries, each recommendation seed entry identifying an item expressly specified by a user as a basis for an item recommendation,
such that the contents of the data structure may be submitted to a recommendation engine to generate a list of recommended items based upon the items identified by the recommendation seed entries.

20. (Original) One or more computer memories collectively containing a recommendation data structure comprising one or more recommended item entries, each recommended item entry identifying an item recommended on the basis of one or more seed items explicitly selected by a user,

such that contents of the data structure may be used to recommend items based upon the selected seed items.

21. (Withdrawn) A method in a computing system for choosing a gift for a gift recipient, comprising:

displaying a list of items;

receiving user input selecting one or more of the displayed items identified with the gift recipient;

displaying, on the basis of the selected items, a list of one or more recommended items;

receiving user input choosing one of the recommended items; and

designating the chosen recommended item as a gift for the gift recipient.

22. (Withdrawn) The method of claim 21, further comprising causing the item designated as a gift for the gift recipient to be shipped to the gift recipient.

23. (Withdrawn) The method of claim 21 wherein the gift recipient is a group of people.

24. (Withdrawn) The method of claim 21 wherein the received user input selecting one or more items is received from the gift recipient, and wherein the received user input choosing one of the recommended items is received from a gift giver.

25. (Currently amended) A method in a computing system for making item recommendations, comprising:

receiving a user-specified recommendation seed base comprised of seed items; and

using the user-specified recommendation seed base to produce a list of recommended items.

26.   (Original) The method of claim 25, further comprising:

receiving user modifications to the user-specified recommendation seed base;

modifying the user-specified recommendation seed base in accordance with the received user modifications; and

using the modified user-specified recommendation seed base to produce a second list of recommended items.

27.   (Original) A method in a computing system for specifying a request for product recommendations, comprising:

for each of a plurality of groups of one or more products, displaying information describing products in the group;

for each of at least a portion of the plurality of product groups, displaying in conjunction with the information describing products in the group a control for selecting products in the group as recommendation seed;

when a displayed control is selected by a user, adding to a list of recommendation seeds products in the group in conjunction with which the selected control is displayed,

so that the list of recommendation seeds contains products in the groups whose controls are selected by the user.

28.   (Original) The method of claim 27, further comprising generating a product recommendation based upon the list of recommendation seeds.

29. (Original) The method of claim 27 wherein the information displayed for a distinguished one of the product groups describes a product category containing products in the distinguished group.

30. (Original) The method of claim 27 wherein the information displayed for a distinguished one of the product groups describes a product genre containing products in the distinguished group.

31. (Original) The method of claim 27 wherein a distinguished one of the product groups comprises a single product, and wherein the information displayed for the distinguished product group describes the product that comprises the product group.

32. (Original) The method of claim 27 wherein a distinguished one of the product groups comprises products that are recordings of a single artist, and wherein the information displayed for the distinguished product group describes the artist.

33. (Original) The method of claim 27 wherein a distinguished one of the product groups comprises products that are books written by a single author, and wherein the information displayed for the distinguished product group describes the author.

34. (Original) The method of claim 27 wherein the control displayed for a distinguished product group is a button that is selected by the user by clicking the button.

35. (Original) The method of claim 27 wherein the control displayed for a distinguished product group is a draggable portion of the information describing

the product group, together with a destination region, and wherein the control displayed for the distinguished product group is selected by the user by dragging the draggable portion of the information describing the product group to the destination region.

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36. (Withdrawn) One or more computer memories collectively containing a document data structure, the document data structure having contents specifying, for each of two or more products, the display of:

information describing the product; and

in conjunction with the information describing the product, a control for adding the product to a list of seed products to be used to generate a product recommendation,

such that the document may be displayed, and such that products whose displayed controls are activated by a user may be used to generate a product recommendation.

37. (Withdrawn) One or more generated data signals collectively conveying a document data structure, the document data structure having contents specifying, for each of two or more products, the display of:

information describing the product; and

in conjunction with the information describing the product, a control for adding the product to a list of seed products to be used to generate a product recommendation,

such that the document may be displayed, and such that products whose displayed controls are activated by a user may be used to generate a product recommendation.

38. (Withdrawn) The generated data signals of claim 37 wherein the document data structure is an HTML document.

39. (Withdrawn) The generated data signals of claim 37 wherein the document data structure is a web page.